Amendments to the Specification

Please replace the paragraph beginning at page 11, line 13, with the following rewritten paragraph:

The second server type contemplated is a search engine web server 24. A search engine program permits network users, upon navigating to the search engine web server URL or sites on other web servers capable of submitting queries to the search engine web server 24 through their browser program 16, to type keyword queries to identify pages of interest among the millions of pages available on the World Wide Web. In a preferred embodiment of the present invention, the search engine web server 24 generates a search result list that includes, at least in part, relevant entries obtained from and formatted by the results of the bidding process conducted by the account management server 22. The search engine web server 24 generates a list of hypertext links to documents that contain information relevant to search terms entered by the user at the client computer 12. The search engine web server transmits this list, in the form of a web page, to the network user, where it is displayed on the browser 16 running on the client computer 12. A presently preferred embodiment of the search engine web server may be found by navigating to the web page at URL ~~http://www.goto.com/~~ goto.com accessible on the World Wide Web. In addition, the search result list web page, an example of which is presented in FIG. 7, will be discussed below in further detail.

Please replace the paragraph beginning at page 23, line 6, with the following rewritten paragraph:

In an alternate embodiment of the present invention, after the money has been added to the account, the amount of money added to the account may be allocated between subaccounts at the end of the add money process at step 616. If the

advertiser has no subaccounts, all of the money in the account is a general allocation. However, if the advertiser has more than one subaccount, the system will display a confirmation and default message prompting the advertiser to "Allocate Money Between Subaccounts".

Please replace the paragraph beginning at page 36, line 29, with the following rewritten paragraph:

This method is adjustable in behavior by varying the value of a real number parameter W throughout the range of zero to large positive values, and a positive integer parameter M which specifies the maximum number of listings to examine for possible display. The method begins at block 200. At block 201, the value of W is set to a value greater than 0.

Please replace the paragraph beginning at page 37, line 29, with the following rewritten paragraph:

A looping operation begins at block 214. At block 214, the variable R is set to a randomly chosen real value uniformly distributed in the interval from 0 up to but not including 1. At block 216, the variable V B is set to the bid amount of the listing of the head of the Examination List. At block 218, it is determined if R is less than the quantity B divided by T raised to the power W. If so, at block 220, the first listing of the Exam List is removed from the Exam List and appended to the Selection List. At block 222, it is determined that the Exam List is empty. If so, the method ends. Otherwise, control returns to block 214 and processing continues.

Please replace the paragraph beginning at page 39, line 14, with the following rewritten paragraph:

The first several blocks parallel those ~~out~~ of the method of FIG. 10. The method begins at block 200; at block 202, listings matching the search request received from a searcher are located. These Matching Listings are sorted in bid rank order at block 204. An Examination List is initialized at block 206.

Please replace the paragraph beginning at page 39, line 22, with the following rewritten paragraph:

At block 210, the variable T is initialized to the value of the bid associated with the first search listing at the head of the Examination List produced at block 302. At block 212, the Selection List is initialized. At block 214, a random number R is chosen having a real value uniformly distributed in the interval from 0 up to but not including 1. At block 216, the variable [[V]] $\underline{B}$ is set to be the bid amount of the listing at the head of the Examination List. At block 218, the illustrated test is performed. If the result of the test of block 218 produces an affirmative response, at block 220, the Selected Listing is removed from the head of the Examination List and appended to the Selection List. At block 222, it is determined if the Examination List is empty. If so, the method ends at block 224. If the Examination List is not yet empty, at block 304, it is determined if fewer than M listings remain in the Selection List. If so, control returns to block 214. If not, control proceeds to block 224 and the method ends.

Please replace the paragraph beginning at page 42, line 33, with the following rewritten paragraph:

The method of FIG. 13 begins at block 450. At block 452, the Display List is initialized to be an empty list, to be subsequently filled by elements of the Selection List. Also, the value of the parameter S is initialized to a value between 0 and 1, inclusive. At block 454, the variable Q is set to be the number of entries in the Selection List. At block 456, the Selection List pointer is set to point to the head of the Selection List. At block 458, a logical flag is set to a false value. At block 460, the variable T is initialized to the value Q raised to the minus S power, as shown in FIG. 13.